

ORDER

KSNV

Orders
Order / Rev: 105140
Alt Order #: 06838586
Product Desc: AMER FOR PROSPERITY
Estimate: 463
Flight Dates: 08/08/12 - 08/14/12
Original Date / Rev: 08/03/12 / 08/10/12
Order Type: GENERAL

Primary AE: Amy McCreary
Sales Office: BLPHI
Sales Region: National

Agency Name: Mentzer Media Services, Inc.
Buying Contact:
Billing Contact:
 600 Fairmont Ave.
 Towson, MD 21286

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Americans for Prosperity *Revised*
Demographic: A35+
Product Codes: PLI2
Priority: SELECT PRIORITY CODE
Revenue Codes: POLITICAL/AGY, PISSUE, GEN

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/14/12	84	\$125,450.00	\$106,632.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	84	\$125,450.00	\$106,632.50	0.00
Totals	84	\$125,450.00	\$106,632.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KSNV	37%	\$125,450.00
Market	100%	\$339,054.05

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	30%	\$101,716.22
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	21%	\$71,201.35
KTUD	0%	\$0.00
KVVU	10%	\$33,905.41
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	2%	\$6,781.08

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	08/08/12	08/10/12	M-F 6-7a WakeUp w/WagM	6-7a		--WTF--	:30	3	\$700.001		0.00	NM	3	\$2,100.00
				M-F 6-7a WakeUp w/Wagners											

WAKE UP

Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week: 08/06/12	08/12/12	--WTF--	3	\$700.00	0.00

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E 1	KSNV	08/08/12	08/10/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners	CM	6-7a	--WTF--	:30	3	\$700.00	1	0.00	NM	3	\$2,100.00
WAKE UP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	--WTF--					3	\$700.00		0.00			
E 2	KSNV	08/08/12	08/10/12	Today Show Today Show	CM	658a-9am	--WTF--	:30	6	\$1,400.00	1	0.00	NM	6	\$8,400.00
TODAY SHOW OLY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	--WTF--					6	\$1,400.00		0.00			
E 3	KSNV	08/08/12	08/10/12	Olympics Daytime Weekdays Olympics Daytime Weekdays	CM	9am-4pm	--WTF--	:30	6	\$1,200.00	3	0.00	NM	6	\$7,200.00
OLYMPICS WEEKDAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	--WTF--					6	\$1,200.00		0.00			
E 4	KSNV	08/08/12	08/10/12	M-F Early News M-F Early News	CM	5-630p	--WTF--	:30	6	\$1,000.00	1	0.00	NM	6	\$6,000.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	--WTF--					6	\$1,000.00		0.00			
E 5	KSNV	08/08/12	08/10/12	M-F Jeop/Wheel M-F Jeopardy/Wheel of Fortune	CM	630-730pm	--WTF--	:30	6	\$1,000.00	1	0.00	NM	6	\$6,000.00
JEOP/WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	--WTF--					6	\$1,000.00		0.00			
E 6	KSNV	08/08/12	08/10/12	News 3 Olympic Zone News 3 Olympic Zone	CM	7:30-8:00PM	--WTF--	:30	6	\$750.00	1	0.00	NM	6	\$4,500.00
OLYMPIC ZONE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	--WTF--					6	\$750.00		0.00			
E 7	KSNV	08/08/12	08/11/12	Olympics Primetime Olympics Primetime	CM	7pm-12am	--WTFS-	:30	9	\$6,000.00	3	0.00	NM	9	\$54,000.00
OLYMPIC PRIME															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	--WTFS-					9	\$6,000.00		0.00			
E 8	KSNV	08/08/12	08/11/12	Olympics Late News 3 Late News during Olympics	CM	11pm-12:35am	--WTFS-	:30	4	\$1,000.00	2	0.00	NM	4	\$4,000.00
OLYMPIC NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	--WTFS-					4	\$1,000.00		0.00			
E 9	KSNV	08/11/12	08/11/12	Olympics Daytime Weekend Olympics Daytime WEEKEND	CM	4am-6pm	-----S-	:30	4	\$1,700.00	3	0.00	NM	4	\$6,800.00
OLYMPIC WKEND															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	-----S-					4	\$1,700.00		0.00			
E 10	KSNV	08/11/12	08/11/12	Sa-Su Early News Sa-Su Early News	CM	5pm-630pm	-----S-	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	-----S-					1	\$1,000.00		0.00			
E 11	KSNV	08/11/12	08/11/12	Weekend Jeopardy/Wheel WKND Jeop/Wheel	CM	630-730pm	-----S-	:30	2	\$500.00	1	0.00	NM	2	\$1,000.00
JEOPARDY/WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	-----S-					2	\$500.00		0.00			
E 12	KSNV	08/12/12	08/12/12	Sa-Su Early News Sa-Su Early News	CM	5pm-630pm	-----S	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	-----S					1	\$1,000.00		0.00			

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E 12	KSNV	08/12/12	08/12/12	Sa-Su Early News Sa-Su Early News	CM	5pm-630pm	-----S	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	-----S					1	\$1,000.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSNV	08/06/12-08/12/12		Sa-Su Early News		5pm-630pm	-----Su	:30		(\$1,000.00)		0.00	NM		
See MG 12.2															
[PGM CHG = SUN 6PM NEWS OLYMPICS]															
2	KSNV	08/06/12-08/12/12		SUN. 6PM NEWS OLYMPIC		Sun. 6p-7p	-----Su	:30		\$1,000.00		0.00	NM		
Ⓜ MG for 12.1 08/12															
E 13	KSNV	08/13/12	08/14/12	M-F 6-7a WakeUp w/Wa M-F 6-7a WakeUp w/Wagners	CM	6-7a	MT-----	:30	2	\$700.00	1	0.00	NM	2	\$1,400.00
WAKE UP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	MT-----					2	\$700.00		0.00			
E 14	KSNV	08/13/12	08/14/12	Today Show Today Show	CM	658a-9am	MT-----	:30	2	\$1,400.00	1	0.00	NM	2	\$2,800.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	MT-----					2	\$1,400.00		0.00			
E 15	KSNV	08/13/12	08/14/12	M-F Today Show II 3rd H M-F Today Show II	CM	9-10a	MT-----	:30	4	\$500.00	1	0.00	NM	4	\$2,000.00
TODAY SHOW 2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	MT-----					4	\$500.00		0.00			
E 16	KSNV	08/13/12	08/14/12	Rachael Ray Rachael Ray	CM	11am-12pm	MT-----	:30	2	\$325.00	1	0.00	NM	2	\$650.00
RACHEL RAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	MT-----					2	\$325.00		0.00			
E 17	KSNV	08/13/12	08/14/12	Dr. Phil Dr Phil	CM	3-4p	MT-----	:30	2	\$450.00	1	0.00	NM	2	\$900.00
DR PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	MT-----					2	\$450.00		0.00			
E 18	KSNV	08/13/12	08/14/12	M-F Early News M-F Early News	CM	5-630p	MT-----	:30	4	\$1,000.00	1	0.00	NM	4	\$4,000.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	MT-----					4	\$1,000.00		0.00			
E 19	KSNV	08/13/12	08/14/12	M-F Jeop/Wheel M-F Jeopardy/Wheel of Fortune	CM	630-730pm	MT-----	:30	4	\$1,000.00	1	0.00	NM	4	\$4,000.00
JEOP/WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	MT-----					4	\$1,000.00		0.00			
E 20	KSNV	08/13/12	08/14/12	Face to Face w/ Ralston Face to Face w/ J.Ralston	CM	730-758pm	MT-----	:30	2	\$800.00	1	0.00	NM	2	\$1,600.00
FACE TO FACE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	MT-----					2	\$800.00		0.00			
E 21	KSNV	08/13/12	08/14/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	MT-----	:30	4	\$1,100.00	1	0.00	NM	4	\$4,400.00
NIGHTSIDE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	MT-----					4	\$1,100.00		0.00			
E 22	KSNV	08/13/12	08/14/12	The Tonight Show Tonight Show	CM	1135p-1237a	MT-----	:30	4	\$425.00	1	0.00	NM	4	\$1,700.00
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	MT-----					4	\$425.00		0.00			

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Totals														84	\$125,450.00